


LAMPIRAN

Lampiran 01. Kuesioner Penelitian

KUESIONER

| | |
|---|--|
|  | <p>PENGARUH KUALITAS PELAYANAN DAN BRAND IMAGE TERHADAP LOYALITAS PELANGGAN PADA VOUK HOTEL AND SUITE NUSA DUA BALI</p> |
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PENGANTAR

Yth. Bapak/Ibu/Saudara/I Pengunjung Vouk Hotel and Suite Nusa Dua Bali.

Dalam proses menyelesaikan studi S1 Manajemen di Fakultas Ekonomi, Undiksha, saya melakukan penelitian dengan judul Pengaruh Kualitas Pelayanan Dan Brand Image Terhadap Loyalitas Pelanggan Pada Vouk Hotel and Suite Nusa Dua Bali. Sehubungan dengan hal tersebut, saya mohon bantuan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini. Seluruh data yang terkumpul melalui kuesioner ini adalah untuk tujuan untuk akademis. Saya menjamin kerahasiaan data yang terkumpul, sesuai dengan kode etik penelitian. Tidak ada jawaban yang benar atau salah dalam pengisian kuesioner ini. Oleh karena itu, saya sangat mengharapkan kuesioner ini dapat diisi secara lengkap dengan penilaian yang se-objektif mungkin.

Akhir kata, saya mengucapkan terima kasih atas bantuan dan partisipasi Bapak/Ibu/Saudara/I dalam mengisi kuesioner ini. Semoga hasil penelitian ini dapat berguna bagi kemajuan ilmu pengetahuan dan bermanfaat dalam bisnis secara praktis.

Peneliti

Putu Iwan Wijaya

Mohon mengisi data berikut.

Data Resonden

Nama :

Umur :Tahun

Jenis Kelamin : Laki-laki/Perempuan

Pekerjaan :

Berapa kali pernah berkunjung ataupun menginap (kali)

Petunjuk Pengisian

1. Pernyataan di bawah ini semata-mata untuk data penelitian dalam rangka menyusun Tugas Akhir Skripsi.
2. Pilihlah salah satu jawaban yang memenuhi persepsi Bapak/Ibu/Saudara/I dengan cara memberi tanda centang (✓)
3. Isilah data responden berikut berdasarkan kriteria yang Bapak/Ibu/Saudara/I miliki

Keterangan

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju



| No | Pernyataan Variabel Loyalitas | Pilihan Jawaban | | | | |
|----|---|-----------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya mau berkunjung kembali/ melakukan pembelian ulang yang teratur di Vouk Hotel and Suite Nusa Dua Bali. | | | | | |
| 2 | Saya lebih sering berkunjung ke Vouk Hotel and Suite Nusa Dua Bali di bandingkan hotel-hotel lainnya. | | | | | |
| 3 | Saya akan tetap memilih Vouk Hotel and Suite Nusa Dua Bali meskipun ada tawaran dari hotel lain. | | | | | |
| 4 | Saya akan merekomendasikan orang lain agar mau berkunjung ke Vouk Hotel and Suite Nusa Dua Bali. | | | | | |
| 5 | Saya selalu mengikuti informasi- informasi yang berkaitan dengan Vouk Hotel And Suite Nusa Dua Bali. | | | | | |

| No | Pernyataan Variabel Kualitas Pelayanan | Pilihan Jawaban | | | | |
|----|---|-----------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Menurut saya kondisi peralatan atau fasilitas yang ada di Vouk Hotel And Suite Nusa Dua Bali baik dan layak digunakan. | | | | | |
| 2 | Menurut saya pelayanan yang diberikan sudah sesuai dengan apa yang diharapkan pengunjung | | | | | |
| 3 | Menurut saya karyawan memberikan informasi dan respon yang baik kepada pengunjung. | | | | | |
| 4 | Menurut saya jaminan keamanan dan kenyamanan sudah sesuai harapan. | | | | | |
| 5 | Menurut saya staf/pegawai secara pribadi memberikan perhatian dan akrab pada konsumen. | | | | | |

| No | Pernyataan Variabel Citra Merek | Pilihan Jawaban | | | | |
|----|--|-----------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Menurut saya Vouk Hotel And Suite Nusa Dua Bali sudah cukup terkenal dan diketahui banyak orang. | | | | | |
| 2 | Saya mudah mengingat Vouk Hotel And Suite Nusa Dua Bali di benak saya. | | | | | |
| 3 | Saya memilih berkunjung ke Vouk Hotel And Suite Nusa Dua Bali karena harganya terjangkau dan mudah dicari. | | | | | |
| 4 | Menurut saya Vouk Hotel And Suite Nusa Dua Bali memiliki citra merek yang baik. | | | | | |

Lampiran 02. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Pelayanan, Brand Image dan Loyalitas Pelanggan

Data ordinal kualitas pelayanan

| No | kual1 | kual2 | kual3 | kual4 | kual5 | tkual |
|----|-------|-------|-------|-------|-------|-------|
| 1 | 1 | 2 | 2 | 2 | 2 | 9 |
| 2 | 3 | 2 | 3 | 2 | 3 | 13 |
| 3 | 2 | 3 | 2 | 3 | 3 | 13 |
| 4 | 3 | 3 | 3 | 2 | 3 | 14 |
| 5 | 3 | 3 | 3 | 3 | 3 | 15 |
| 6 | 3 | 3 | 3 | 3 | 3 | 15 |
| 7 | 4 | 3 | 3 | 3 | 3 | 16 |
| 8 | 3 | 3 | 3 | 3 | 4 | 16 |
| 9 | 3 | 3 | 3 | 3 | 4 | 16 |
| 10 | 4 | 4 | 3 | 4 | 3 | 18 |
| 11 | 3 | 4 | 4 | 3 | 4 | 18 |
| 12 | 3 | 3 | 4 | 4 | 4 | 18 |
| 13 | 3 | 4 | 4 | 3 | 4 | 18 |
| 14 | 4 | 4 | 4 | 3 | 4 | 19 |
| 15 | 4 | 4 | 4 | 4 | 3 | 19 |
| 16 | 4 | 4 | 4 | 3 | 4 | 19 |
| 17 | 2 | 2 | 2 | 2 | 2 | 10 |
| 18 | 3 | 4 | 4 | 4 | 4 | 19 |
| 19 | 4 | 3 | 4 | 4 | 4 | 19 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 4 | 4 | 4 | 4 | 4 | 20 |

| | | | | | | |
|----|---|---|---|---|---|----|
| 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 3 | 4 | 4 | 5 | 20 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 5 | 4 | 4 | 4 | 4 | 21 |
| 27 | 4 | 4 | 4 | 5 | 4 | 21 |
| 28 | 4 | 5 | 4 | 4 | 4 | 21 |
| 29 | 4 | 4 | 5 | 4 | 4 | 21 |
| 30 | 4 | 4 | 5 | 4 | 4 | 21 |
| 31 | 4 | 5 | 4 | 4 | 4 | 21 |
| 32 | 5 | 4 | 5 | 4 | 4 | 22 |
| 33 | 5 | 4 | 5 | 4 | 4 | 22 |
| 34 | 5 | 4 | 5 | 4 | 4 | 22 |
| 35 | 4 | 4 | 4 | 5 | 5 | 22 |
| 36 | 4 | 5 | 5 | 4 | 4 | 22 |
| 37 | 4 | 5 | 4 | 5 | 4 | 22 |
| 38 | 4 | 5 | 5 | 5 | 4 | 23 |
| 39 | 5 | 4 | 5 | 4 | 5 | 23 |
| 40 | 5 | 5 | 4 | 4 | 5 | 23 |
| 41 | 5 | 5 | 5 | 4 | 4 | 23 |
| 42 | 4 | 5 | 5 | 4 | 5 | 23 |
| 43 | 5 | 4 | 5 | 4 | 5 | 23 |
| 44 | 4 | 5 | 5 | 5 | 5 | 24 |
| 45 | 5 | 4 | 5 | 5 | 5 | 24 |
| 46 | 5 | 4 | 5 | 5 | 5 | 24 |
| 47 | 5 | 5 | 5 | 5 | 4 | 24 |
| 48 | 5 | 5 | 5 | 4 | 5 | 24 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 |

Data ordinal Brand Image (Citra Merek

| cit1 | cit2 | cit3 | cit4 | tcit |
|------|------|------|------|------|
| 3 | 2 | 2 | 2 | 9 |
| 2 | 3 | 2 | 3 | 10 |
| 4 | 3 | 3 | 3 | 13 |
| 3 | 3 | 3 | 3 | 12 |
| 4 | 3 | 3 | 3 | 13 |
| 3 | 4 | 4 | 4 | 15 |
| 3 | 4 | 3 | 3 | 13 |
| 4 | 5 | 5 | 5 | 19 |

| | | | | |
|---|---|---|---|----|
| 3 | 4 | 4 | 3 | 14 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 3 | 4 | 4 | 15 |
| 4 | 3 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 3 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 2 | 2 | 3 | 10 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 4 | 3 | 15 |
| 4 | 4 | 5 | 5 | 18 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 4 | 4 | 15 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 5 | 5 | 5 | 19 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 5 | 5 | 18 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 4 | 5 | 19 |
| 5 | 4 | 4 | 4 | 17 |
| 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 5 | 4 | 17 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 5 | 5 | 18 |
| 4 | 5 | 5 | 4 | 18 |
| 4 | 5 | 5 | 5 | 19 |
| 3 | 4 | 3 | 4 | 14 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |

| | | | | |
|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 20 |
|---|---|---|---|----|

Data ordinal Loyalitas Pelanggan

| loy1 | loy2 | loy3 | loy4 | loy5 | tloy |
|------|------|------|------|------|------|
| 2 | 2 | 2 | 2 | 2 | 10 |
| 3 | 2 | 3 | 2 | 3 | 13 |
| 3 | 3 | 2 | 3 | 3 | 14 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 3 | 4 | 18 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 4 | 3 | 4 | 4 | 3 | 18 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 3 | 4 | 3 | 4 | 17 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 4 | 4 | 3 | 4 | 18 |
| 3 | 3 | 4 | 4 | 3 | 17 |
| 4 | 4 | 4 | 3 | 4 | 19 |
| 3 | 3 | 3 | 2 | 3 | 14 |
| 4 | 4 | 5 | 4 | 4 | 21 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 4 | 4 | 4 | 3 | 18 |
| 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 5 | 4 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 3 | 3 | 4 | 18 |
| 4 | 4 | 4 | 4 | 5 | 21 |
| 5 | 4 | 5 | 4 | 4 | 22 |
| 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 4 | 5 | 5 | 5 | 23 |
| 5 | 5 | 4 | 5 | 5 | 24 |
| 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 5 | 5 | 22 |
| 5 | 5 | 5 | 4 | 4 | 23 |

| | | | | | |
|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 5 | 4 | 5 | 22 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 4 | 5 | 4 | 5 | 4 | 22 |
| 5 | 4 | 5 | 4 | 4 | 22 |
| 4 | 4 | 5 | 4 | 5 | 22 |
| 5 | 5 | 4 | 4 | 5 | 23 |
| 4 | 5 | 4 | 5 | 5 | 23 |
| 5 | 4 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 |



Lampiran 03. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Pelayanan

Output SPSS Uji Validitas Kuesioner Kualitas Pelayanan

Correlations

| | | kualitas1 | kualitas2 | kualitas3 | kualitas4 | kualitas5 | totalkualita s |
|-------------------|---------------------|-----------|-----------|-----------|-----------|-----------|-------------------|
| kualitas1 | Pearson Correlation | 1 | .685** | .822** | .704** | .710** | .893** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| kualitas2 | Pearson Correlation | .685** | 1 | .752** | .734** | .641** | .863** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| kualitas3 | Pearson Correlation | .822** | .752** | 1 | .737** | .770** | .926** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| kualitas4 | Pearson Correlation | .704** | .734** | .737** | 1 | .706** | .877** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| kualitas5 | Pearson Correlation | .710** | .641** | .770** | .706** | 1 | .859** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| Totalkualita s | Pearson Correlation | .893** | .863** | .926** | .877** | .859** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Kualitas

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .929 | .930 | 5 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Lampiran 04. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Brand Image (citra Merek)

Output SPSS Uji Validitas Kuesioner Brand Image (citra Merek)

Correlations

| | | citra1 | citra2 | citra3 | citra4 | totalcitra |
|------------|---------------------|--------|--------|--------|--------|------------|
| citra1 | Pearson Correlation | 1 | .536** | .589** | .579** | .775** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| citra2 | Pearson Correlation | .536** | 1 | .656** | .695** | .848** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| citra3 | Pearson Correlation | .589** | .656** | 1 | .779** | .894** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| citra4 | Pearson Correlation | .579** | .695** | .779** | 1 | .897** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| totalcitra | Pearson Correlation | .775** | .848** | .894** | .897** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Brand Image

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .877 | .876 | 4 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Lampiran 05. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Loyalitas

Output SPSS Uji Validitas Kuesioner Loyalitas

Correlations

| | | loyalitas1 | loyalitas2 | loyalitas3 | loyalitas4 | loyalitas5 | totalloyalitas |
|----------------|---------------------|------------|------------|------------|------------|------------|----------------|
| loyalitas1 | Pearson Correlation | 1 | .667** | .594** | .594** | .698** | .838** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| loyalitas2 | Pearson Correlation | .667** | 1 | .590** | .721** | .735** | .872** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| loyalitas3 | Pearson Correlation | .594** | .590** | 1 | .613** | .652** | .811** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| loyalitas4 | Pearson Correlation | .594** | .721** | .613** | 1 | .686** | .849** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| loyalitas5 | Pearson Correlation | .698** | .735** | .652** | .686** | 1 | .883** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| Totalloyalitas | Pearson Correlation | .838** | .872** | .811** | .849** | .883** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Loyalitas

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .904 | .905 | 5 |

Case Processing Summary

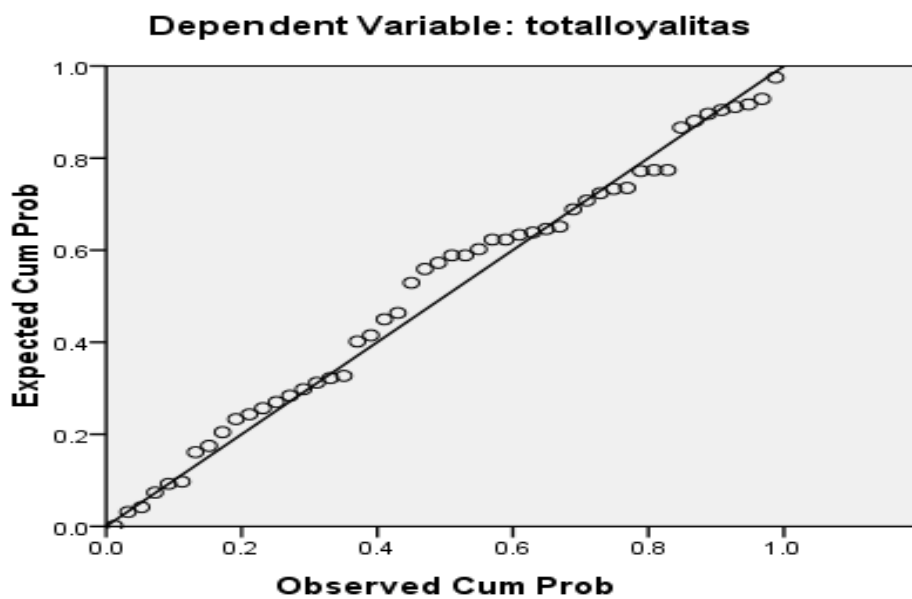
| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Lampiran 06. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



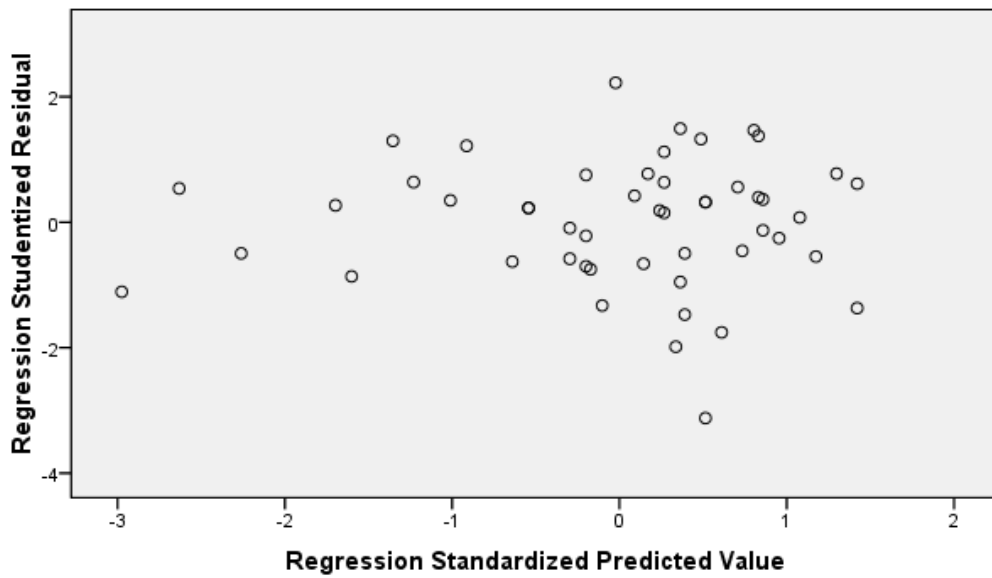
Hasil Uji Linieritas

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.832 | 1.853 | | 2.068 | .044 |
| | total kualitas | .329 | .130 | .367 | 2.523 | .015 |
| | total citra | .586 | .181 | .471 | 3.242 | .002 |

Hasil Uji Heteroskedastisitas

Scatterplot

Dependent Variable: totalloyalitas



Lampiran 07. Output SPSS Analisis Regresi Linier Berganda

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .794 ^a | .630 | .614 | 2.08266 |

a. Predictors: (Constant), totalcitra, totalkualitas

b. Dependent Variable: totalloyalitas

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 347.119 | 2 | 173.559 | 40.014 | .000 ^a |
| | Residual | 203.861 | 47 | 4.337 | | |
| | Total | 550.980 | 49 | | | |

a. Predictors: (Constant), totalcitra, totalkualitas

b. Dependent Variable: totalloyalitas

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.832 | 1.853 | | 2.068 | .044 |
| | totalkualitas | .329 | .130 | .367 | 2.523 | .015 |
| | totalcitra | .586 | .181 | .471 | 3.242 | .002 |

RIWAYAT HIDUP



Putu Iwan Wijaya lahir pada tanggal 08 Juni 1998. Penulis lahir dari pasangan suami istri yaitu Bapak Made Arya Suta dengan Ibu Ni Luh Eny. Penulis merupakan Warga Negara Indonesia dan beragama Hindu. Saat ini penulis tinggal di Banjar Dinas Kangin Luan, Desa Jagaraga, Kecamatan Sawan, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan Sekolah Dasar di SD No 3 Jagaraga pada tahun 2010, kemudian melanjutkan pendidikan Sekolah Menengah Pertama di SMP Negeri 1 Sawan dan lulus pada tahun 2013. Kemudian penulis melanjutkan pendidikan Sekolah Menengah Atas di SMA Negeri 1 Sawan jurusan IPA dan lulus pada tahun 2016. Selanjutnya penulis melanjutkan pendidikan Strata 1 di Jurusan Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha dan telah menyelesaikan skripsi yang berjudul Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Pelanggan Pada Vouk Hotel And Suites Nusa Dua Bali

